Corporate Identity Guide

iTech

bodymetrics & sports gear experts - made in italy since 1980

Content

Introduction

As the Ftech name becomes more recognizable, it is essential that
we communicate a professional and consistent corporate identity to our audiences.

Proper and consistent use of our logos and trademarks is important to us
as they identify and distinguish Ftech products and services,
serve as an assurance of superior product quality,
and assist in advertising and promotion efforts.

The guide includes specific guidelines regarding the correct use
of the Ftech company logo, stationary, product brands, trademarks, and visuals.

We ask you to comply with the standards outlined here,
and we urge you to join us in implementing Ftech identity system with pride and enthusiasm.

Please take into consideration that this guide cannot cover every situation.

If you have any questions regarding Ftech corporate identity, please contact
Ftech Marketing Department at +39 0424 518 878 or mail to marketing@ftech.it

Ftech Public Affairs and Marketing

Ftech logo

The Ftech company logo - logo plus typography -
is the primary identification of the company and as such
must be treated with care and respect.

This means using the logo correctly, in brand appropriate colors,
with ample open space and clear background placement.
The logo must appear on all company materials including
letterheads, businesscards, literature, marketing collaterals,
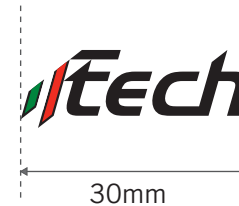and web-based communications.

The logo must be consistently and correctly applied,
and must not be altered or modified in any way.

Any misuse of the logo weakens the impact of the brand.
The logo must be used only as shown in these guidelines.

Size

The logo must be legible and be at least 30mm wide.

30mm

Logo positioning

To emphasize the logo and set it apart from other
design elements, a virtual "frame" is created:
the distance surrounding the logo in the frame is
measured using the size of the letter "h" in the logo.
No other design element should appear within the
frame. If the logo appears in an open area, we
recommend that the space surrounding it be,
at minimum, double the size of the "h" in the logo.
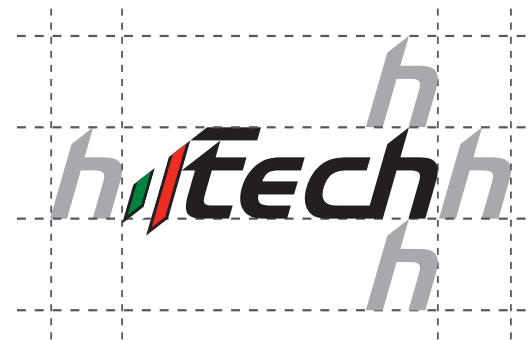
Logo variations

Standard logo
This version is the preferred logotype for all use.

Dynamic logo - standard
Used primarely wherever logo needs dynamic boost,
such as billboards, signs, banners.
Request must be made prior to use.

Secondary logo
This is a secondary version
with incorporated website and 'made in italy' tag.
Because of its tiny elements, it cant be used smaller than 30 mm.

Dynamic logo - secondary
Same as above, incorporating website and 'made in italy' tag.
Because of its tiny elements, it cant be used smaller than 30 mm.
Request must be made prior to use.

In rare instances, exceptions to this policy may be made if discussed with Ftech art director prior to use.

Logo colors

Pantone colors

Black: Pantone Process Black
Red: Pantone 485
Green: Pantone 356

Use: Stationary, signage

Process colors

White: C0 M0 Y0 K0
Black: C0 M0 Y0 K100
Red: C0 M100 Y100 K0
Green: C100 M0 Y100 K10

Use: Catalogs, brochures,
leaflets, ads, posters

RGB colors

White: R255 G255 B255
Black: R0 G0 B0
Red: R204 G0 B0
Green: R0 G102 B51

Use: Internet, e-mail, newsletter

Monochrome

Black: Black 100%
Red: Black 60%
Green: Black 30%

Use: Newspaper advertising

Line art

Black: Black 100% / Reflex Blue 100%

Use: Engraving, screen printing,
flexo, one color embroidery,
faxhead

Logo and backgrounds

Standard logo

White is always the preferred background for our logo. When used on a dark or black background, the name Ftech appears in white (reversed logotype); italian flag must keep its black contour at any time.
If logo must appear on a colored background, we recommend the following solid colors: black or red.
When using the logotype in reverse, especially with grey colors, the background color tone may range between 100% and 50%, but not lighter.
Patterned background are not acceptable with this logo. (see below: Dynamic logo)

normal logotype
white background

reversed logotype
black background

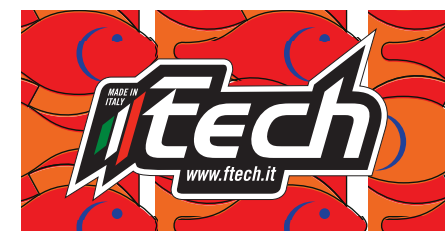reversed logotype
red background

reversed logotype
50% black background

Dynamic logo

The dynamic logo is designed to be used on virtually any background. Suitable for patterned backgrounds, images, fabrics, etc.
We suggest however to maintain consistency by using the following solid colors: black or red.
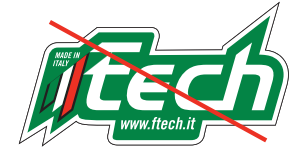
Don't

- don't alter the logo in any way

- don't animate the logo or attempt to render it in 3D form

- don't switch the placement of any element

- don't alter the colors in any way

- don't angle the logo

The [logo] Company

- don't use the logo in text or headline

- don't modify nor move any element of the logo

- don't use the logo smaller than 30 mm

- don't change the spacing of the different elements

- don't use the logo in the name of a club, organization or similar program

- don't modify the logo proportions or the relative size of elements

- don't use dark background with black logotype. (see p.7)

- don't alter the colors in any way

- don't use an outline version

- don't alter the colors in any way

- don't place the standard logo on a patterned background

- don't rotate the logo

- don't add any additional element to the logo

- don't drop any element of the logo

- don't add any shadow

Ftech slogan

Ftech company slogan is "bodymetrics & sports gear experts". These words are an inseparable unit. The slogan must be legible.
The "made in italy since 1980" may only be added when used with the Standard logo; it cannot be used with the Secondary logo.

bodymetrics & sports gear experts

bodymetrics & sports gear experts - made in italy since 1980

To emphasize the logo and slogan and set it apart from other design elements, an imaginary "frame" is created.
The distance surrounding the logo and slogan in the frame is measured using the size of the letter "h" in the logo.

If the logo appears in an open area, we recommend that the space surrounding it be, at minimum, double the size of
the "h" in the logo.

bodymetrics & sports gear experts

bodymetrics & sports gear experts - made in italy since 1980
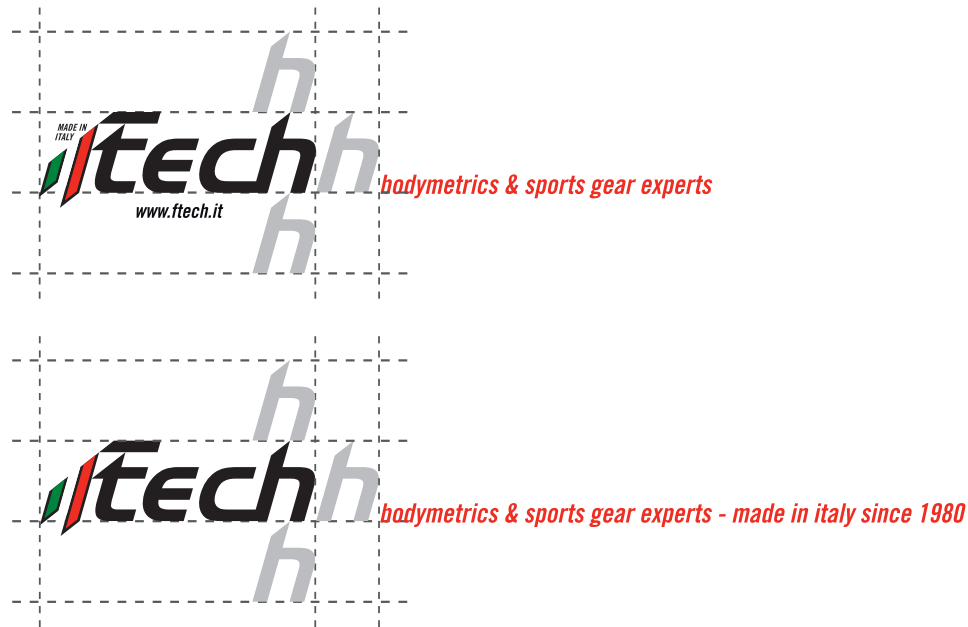
Ftech logo with slogan and background

Standard logo

White is always the preferred background for our logo.
When used on a dark or black background, the name Ftech appears in white (reversed logotype);
italian flag must keep its black contour at any time. Slogan appears in white.
If logo must appear on a colored background, we recommend the following solid colors: black or red.
When using the logotype in reverse, especially with grey colors, the background color tone may range between 100% and 50%, but not lighter.
Patterned background are not acceptable with this solution.

bodymetrics & sports gear experts - made in italy since 1980

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Dynamic logos

Same rules as for standard logo apply to both Dynamic logos.
Patterned background are generally not acceptable with this solution; in rare instances, exceptions to this policy may be made if discussed
with Ftech art director prior to use.

Ftech fonts

Standard font

Trade Gothic LT has been selected as Ftech primary typeface.
It must be used in all printed communications such as folders, brochures, data sheets, exhibitions, etc.
This font may not be distorted or altered in any way.

Trade Gothic LT

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT Bold Two

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890**

Trade Gothic LT Light

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Trade Gothic LT Oblique

*ABCDEFGHIJKLMNO
PQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890*

Trade Gothic LT Bold Two Oblique

***ABCDEFGHIJKLMNO
PQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890***

Trade Gothic LT Light Oblique

*ABCDEFGHIJKLMNO
PQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890*

Internet font

Verdana is the selected typeface for online applications such as HTML, newsletters, letters to clients, facsimiles, presentations, etc.

Verdana

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890

Verdana Bold

**ABCDEFGHIJKLMNO
PQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890**

Verdana Italic

*ABCDEFGHIJKLMNO
PQRSTUVWXYZ
Abcdefghijklmnopqrstuvwxyz
1234567890*

Ftech stationary

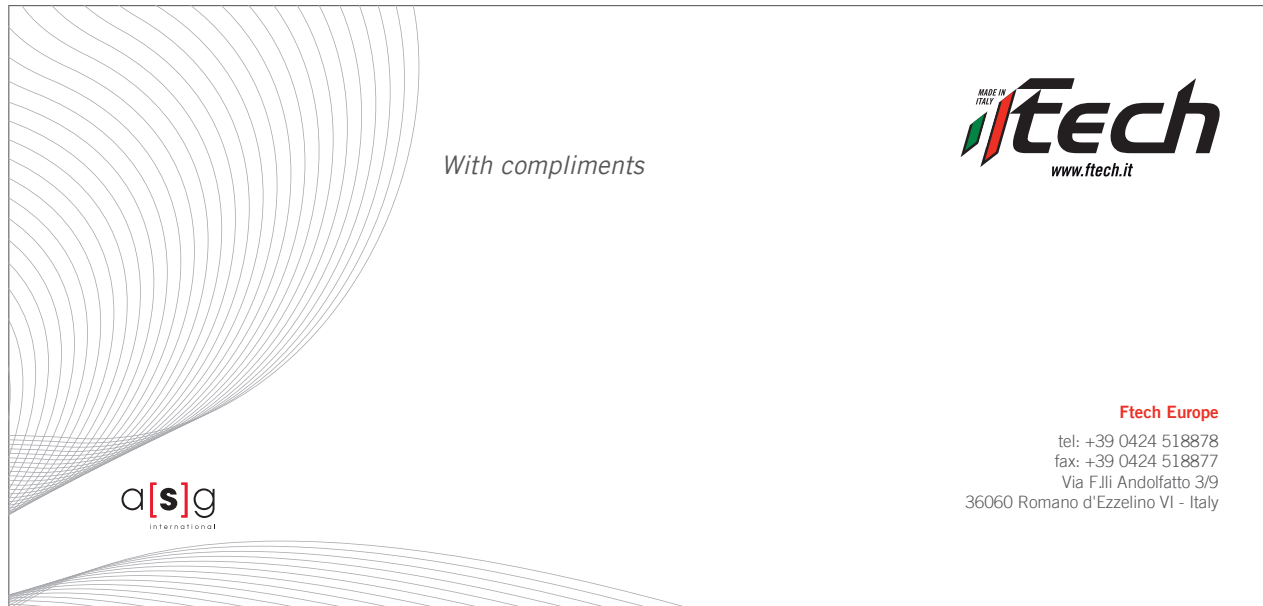**Business card**

Size: 90 x 50 mm

John Wood
Office Manager
Ftech Europe

Ftech
MADE IN ITALY
www.ftech.it

cel: +39 365 346 2184
tel: +39 0424 518878
john.wood@ftech.it

bodymetrics & sports gear experts

a[s]g
international

Ftech Europe

tel: +39 0424 518878
fax: +39 0424 518877
Via F.lli Andolfatto 3/9
36060 Romano d'Ezzelino VI - Italy

Front

Back

With compliments

Ftech
MADE IN ITALY
www.ftech.it

a[s]g
international

Ftech Europe

tel: +39 0424 518878
fax: +39 0424 518877
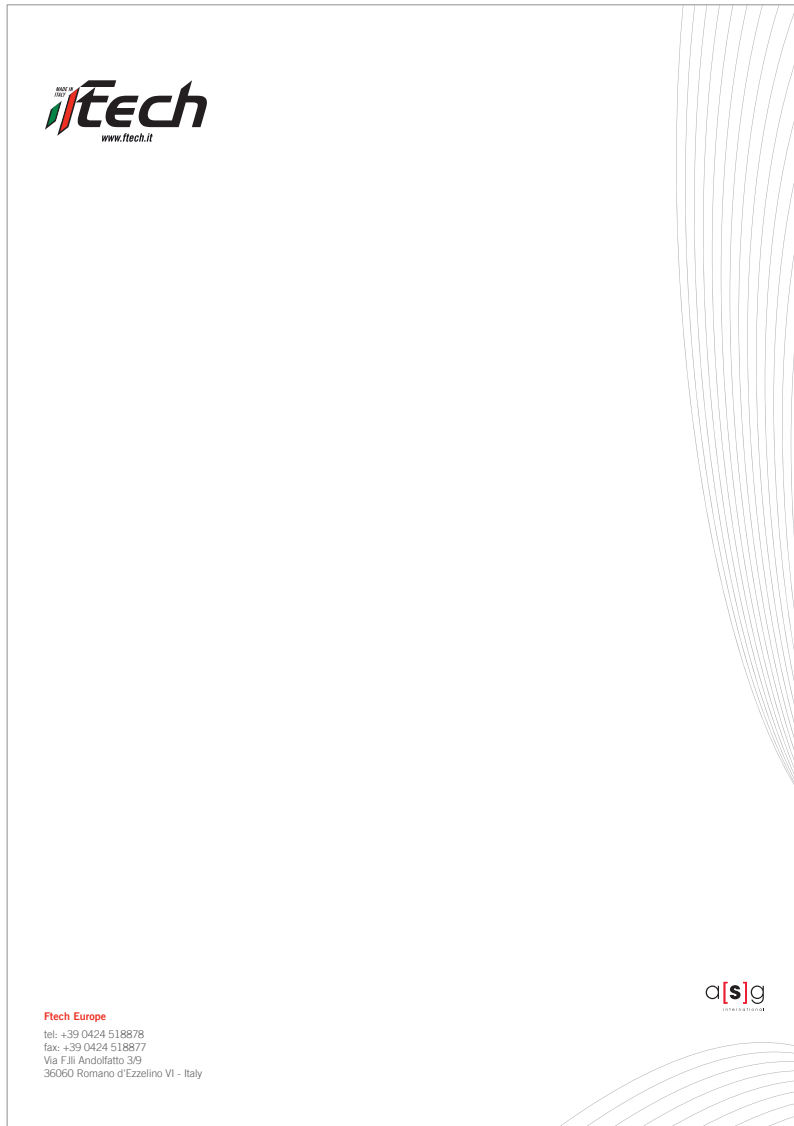Via F.lli Andolfatto 3/9
36060 Romano d'Ezzelino VI - Italy

Compliments slip (reduced to 80%)

Size: 210 x 100 mm

Ftech stationary

**A4 Letterhead
(reduced to 50%)**

Size: 210 x 297 mm

**A5 Letterhead
(reduced to 50%)**

Size: 148 x 210 mm
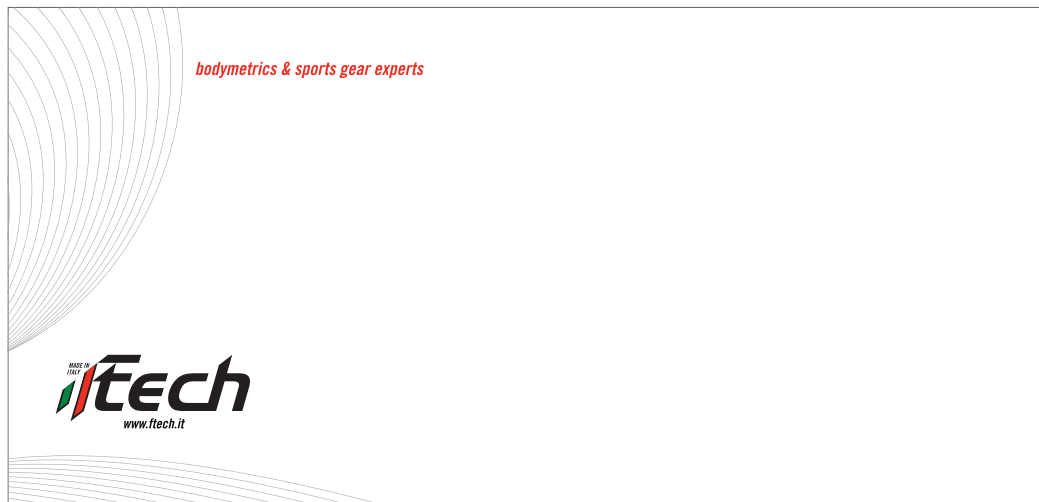
Ftech Europe
tel: +39 0424 518878
fax: +39 0424 518877
Via F.lli Andolfatto 3/9
36060 Romano d'Ezzelino VI - Italy

Ftech Europe
tel: +39 0424 518878
fax: +39 0424 518877
Via F.lli Andolfatto 3/9
36060 Romano d'Ezzelino VI - Italy

Ftech stationary

bodymetrics & sports gear experts

Ftech
MADE IN
ITALY
www.ftech.it

**Standard envelope with window
(reduced to 60%)**

Size: 230 x 110 mm

bodymetrics & sports gear experts

Ftech
MADE IN
ITALY
www.ftech.it

**Standard envelope
(reduced to 60%)**

Size: 230 x 110 mm

Tech

bodymetrics & sports gear experts - made in italy since 1980